Index

Volume 16 #1-4

INDEX BY AUTHORS

Authors:

Adler, Warren Public Relations In A Member-

ship Organization Vol. 16 #4 Pg. 19
Bateman, J. Carroll The "Tomorrow Factor" in Public Relations Vol. 16 #2 Pg. 14
Bernays, Edward L. What Do the Social Sciences Have to Offer Public Relations

Vol. 16 #2 Pg. 10

Bernstein, Jack Advertising Reporting to Public Relations? - It's Coming Vol. 16 #1 Pg. 5

Bishop, Robert & Jane Kilburn Penny Whistle or Public's Advocate? Vol. 16 #4 Pg. 7 Bowen, Robert & Jerome V. Watell Public Relations and the Japanese Challenge Vol.

16 #1 Pg. 18
Conarroe, Richard R. How to Plan and Organize A Public Relations Program Vol. 16 #3 Pg. 5 Cone, John C. How Public Relations Can Help

Our School Systems Vol. 16 #1 Pg. 34 Cowen, Eugene S. Congressmen: Powerful And Neglected Communications Medium

Vol. 16 #3 Pg. 16 Crosson, W. H. Jr. How A Billion Dollar

SOMMERS/ROSEN, INC.

1405 Locust Street Philadelphia, Pa. 19102

(215) 735-8943



Thomas W. Associates

1096 National Press Building Tel. (202) 347-2077 Washington, D.C. 20004

> **IRVING SMITH** KOGAN &CO.INC.



Company Handles Its Overseas PR Vol. 16

#1 Pg. 2 Elson, Robert E. & William R. Sheridan Broadcast Media — The Neglected Tool of Public Relations Vol. 16 #4 Pg. 3

Finn, David Psychological Drives Behind Pub-tic Relations Vol. 16 #2 Pg. 15 Harris, Howard F. When Management Asks

Vol. 16 #4 Pg. 5
Hewens, Frank E. How To Audit Your Public
Relations Vol. 16 #3 Pg. 9
Hopkinson, Tom M. What Is the Business of
Business Vol. 16 #2 Pg. 20

Josephs, Ray Public Relations -Style Vol. 16 #1 Pg. 20

Kilburn, Jane see Bishop, Robert Kingsley, Robert E. The Function of Contro-versy Vol. 16 #2 Pg. 18 Lesly, Philip New Vistas In Public Relations

Vol. 16 #2 Pg. 16 Linkletter, Art People Are Media Vol. 16 #4

Manning, Farley How To Charge A Client Vol. 16 #3 Pg. 12

Margulies, Walter P. Images Around the World Vol. 16 #1 Pg. 12

McLaughlin, Joseph P. Public Relations and National Survival Vol. 16 #2 Pg. 19 Moore, Joseph A. "H.R.H., the Princess Margaret is Pleased to Accept" Vol. 16 #1 Pg. 22

Moynahan, John F. Translating the "Foreign" to the American Scene Vol. 16 #1 Pg. 14

Nankivell, Neville What's Wrong With American PR In Canada Vol. 16 #1 Pg. 16
Newsom, Earl A Philosophy of Corporate
Public Relations Vol. 16 #2 Pg. 12

Norris, Robert M. Success Depends on Public Acceptance Abroad Vol. 16 #1 Pg. 9

Paulson, Alfred G. Cost Accounting In The Public Relations Firm Vol. 16 #3 Pg. 14, Vol. 16 #4 Pg. 22
Reed, John M. A Report on Recent Interna-

tional PR Meetings Vol. 16 #1 Pg. 32 Roper, Elmo Reaching the General Public Vol. 16 #2 Pg. 9

Safire, William The Flying Saucer New-Client Pitch Vol. 16 #4 Pg. 12 Sheridan, William R. see Robert E. Elson

Stevens, Art PRQ Poll Vol. 16 #2 Pg. 5, Vol. 16 #3 Pg. 3

Watell, Jerome V. see Robert Bowen

INDEX BY TITLES

Book Reviews:

Bacon's Publicity Checker, Vol. 16 #1 Pg. 25, Vol. 16 #3 Pg. 28 Black List, Vol. 16 #1 Pg. 25 California Publicity Outlets, Vol. 16 #4 Pg. 2

Concept of Corporate Strategy, The, Vol. 16 #4 Pg. 2

Directory of British Journalism 1971, The, Vol. 16 #1 Pg. 25 Effective Public Relations, Vol. 16 #2 Pg. 2 Gebbie Press All-In-One Directory, Vol. 16

#4 Pg. 27 Handbook of Public Relations, Vol. 16 #2 Pg.

Hathorn's Suburban Press Directory, 1971

Vol. 16 #1 Pg. 25 How To Manage Your Company Ecologically, Vol. 16 #3 Pg. 2

Hudson's Washington News Media Contacts Directory, Vol. 16 #1 Pg. 25 Lesly's Public Relations Handbook, Vol. 16

#2 Pg. 2

Managing the Environment, Vol. 16 #4 Pg. 2 Merger Game, The, Vol. 16 #3 Pg. 26 Public Relations Information Sources, Vol. 16 #3 Pg. 27

Political Image Merchants, The, Vol. 16 #3

Standard Directory of Newsletters, The, Vol. 16 #3 Pg. 2

Up Againts the Corporate Wall, Vol. 16 #4

Articles:

Advertising Reporting to Public Relations?

— It's Coming Jack Berstein Vol. 16 #1 Pg. 5

Broadcast Media -- The Neglected Tool of Public Relations Robert E. Elson & William R. Sheridan Vol. 16 #4 Pg. 3 ngressmen: Powerful — And Neglected Congressmen: Powerful -

Communications Medium Eugene S.
Cowen Vol. 16 #3 Pg. 16
Cost Accounting In The Public Relations
Firm Alfred G. Paulson Vol. 16 #3 Pg. 14

Vol. 16 #4 Pg. 22
Flying Saucer New-Client Pitch, The William
Safire Vol. 16 #4 Pg. 12

Saffe Vol. 10 ## Fg. 12
Function of Controversy, The Robert E.
Kingsley Vol. 16 #2 Pg. 18
"H.R.H., the Princess Margaret is Pleased to
Accept" Joseph A. Moore Vol. 16 #1 Pg.

How A Billion Dollar Company Handles Its Overseas PR W. H. Crosson, Jr. Vol. 16 #1

Pg. 2
How To Audit Your Public Relations Frank
E. Hewens Vol. 16 #3 Pg. 9
E. Hewens Vol. 16 #3 Pg. 9

How To Charge A Client Farley Manning Vol. 16 #3 Pg. 12

How Public Relations Can Help Our School Systems John C. Cone Vol. 16 #1 Pg. 34 How to Plan and Organize A Public Relations Program Richard R. Conarroe Vol. 16 #3

Images Around the World Walter P. Margulies
 Vol. 16 #1 Pg. 12
 New Vistas In Public Relations Philip Lesly

Vol. 16 #2 Pg. 16
Penny Whistle or Public's Advocate? Robert

Bishop & Jane Kilburn Vol. 16 #4 Pg. 7 People Are Media Art Linkletter Vol. 16 #4 Pg. 9

Philosophy of Corporate Public Relations, A Earl Newsom Vol. 16 #2 Pg. 12 PRQ Poll Art Stevens Vol. 16 #2 Pg. 5, Vol.

16 #3 Pg. 3

Psychological Drives Behind Public Relations

David Finn Vol. 16 #2 Pg. 15

Public Relations In A Membership Organiza-

tion Warren Adler Vol. 16 #4 Pg. 19 tion Warren Adler Vol. 16 #4 Pg. 19
Public Relations — Japanese Style Ray
Josephs Vol. 16 #1 Pg. 20
Public Relations and National Survival Joseph
P. McLaughlin Vol. 16 #2 Pg. 19
Public Relations and the Japanese Challenge
Robert Bowen & Jerome V. Watell Vol. 16

#1 Pg. 18
aching The General Public Elmo Roper
Vol. 16 #2 Pg. 9 Report on Recent International PR Meetings,

A John M. Reed Vol. 16 #1 Pg. 32 Success Depends on Public Acceptance Abroad

Robert M. Norris Vol. 16 #1 Pg. 9
"Tomorrow Factor" in Public Relations, The

J. Carroll Batemen Vol. 16 #2 Pg. 14
Translating the "Foreign" to the American
Scene John F. Moynahan Vol. 16 #1 Pg. 14

What Do the Social Sciences Have to Offer Public Relations? Edward L. Bernays Vol. 16 #2 Pg. 10

What Is the Business of Business Tom M. Hopkinson Vol. 16 #2 Pg. 20

What's Wrong with American PR in Canada Neville Nankivell Vol. 16 #1 Pg. 16
When Management Asks Howard F. Harris
Vol. 16 #4 Pg. 5

Index

Volume 16 #1-4

INDEX BY AUTHORS

Authors:

Adler, Warren Public Relations In A Member-

ship Organization Vol. 16 #4 Pg. 19
Bateman, J. Carroll The "Tomorrow Factor" in Public Relations Vol. 16 #2 Pg. 14
Bernays, Edward L. What Do the Social Sciences Have to Offer Public Relations

Vol. 16 #2 Pg. 10

Bernstein, Jack Advertising Reporting to Public Relations? - It's Coming Vol. 16 #1 Pg. 5

Bishop, Robert & Jane Kilburn Penny Whistle or Public's Advocate? Vol. 16 #4 Pg. 7 Bowen, Robert & Jerome V. Watell Public Relations and the Japanese Challenge Vol.

16 #1 Pg. 18
Conarroe, Richard R. How to Plan and Organize A Public Relations Program Vol. 16 #3 Pg. 5 Cone, John C. How Public Relations Can Help

Our School Systems Vol. 16 #1 Pg. 34 Cowen, Eugene S. Congressmen: Powerful And Neglected Communications Medium

Vol. 16 #3 Pg. 16 Crosson, W. H. Jr. How A Billion Dollar

SOMMERS/ROSEN, INC.

1405 Locust Street Philadelphia, Pa. 19102

(215) 735-8943



Thomas W. Associates

1096 National Press Building Tel. (202) 347-2077 Washington, D.C. 20004

> **IRVING SMITH** KOGAN &CO.INC.



Company Handles Its Overseas PR Vol. 16

#1 Pg. 2 Elson, Robert E. & William R. Sheridan Broadcast Media — The Neglected Tool of Public Relations Vol. 16 #4 Pg. 3

Finn, David Psychological Drives Behind Pub-tic Relations Vol. 16 #2 Pg. 15 Harris, Howard F. When Management Asks

Vol. 16 #4 Pg. 5
Hewens, Frank E. How To Audit Your Public
Relations Vol. 16 #3 Pg. 9
Hopkinson, Tom M. What Is the Business of
Business Vol. 16 #2 Pg. 20

Josephs, Ray Public Relations -Style Vol. 16 #1 Pg. 20

Kilburn, Jane see Bishop, Robert Kingsley, Robert E. The Function of Contro-versy Vol. 16 #2 Pg. 18 Lesly, Philip New Vistas In Public Relations

Vol. 16 #2 Pg. 16 Linkletter, Art People Are Media Vol. 16 #4

Manning, Farley How To Charge A Client Vol. 16 #3 Pg. 12

Margulies, Walter P. Images Around the World Vol. 16 #1 Pg. 12

McLaughlin, Joseph P. Public Relations and National Survival Vol. 16 #2 Pg. 19 Moore, Joseph A. "H.R.H., the Princess Margaret is Pleased to Accept" Vol. 16 #1 Pg. 22

Moynahan, John F. Translating the "Foreign" to the American Scene Vol. 16 #1 Pg. 14

Nankivell, Neville What's Wrong With American PR In Canada Vol. 16 #1 Pg. 16
Newsom, Earl A Philosophy of Corporate
Public Relations Vol. 16 #2 Pg. 12

Norris, Robert M. Success Depends on Public Acceptance Abroad Vol. 16 #1 Pg. 9

Paulson, Alfred G. Cost Accounting In The Public Relations Firm Vol. 16 #3 Pg. 14, Vol. 16 #4 Pg. 22
Reed, John M. A Report on Recent Interna-

tional PR Meetings Vol. 16 #1 Pg. 32 Roper, Elmo Reaching the General Public Vol. 16 #2 Pg. 9

Safire, William The Flying Saucer New-Client Pitch Vol. 16 #4 Pg. 12 Sheridan, William R. see Robert E. Elson

Stevens, Art PRQ Poll Vol. 16 #2 Pg. 5, Vol. 16 #3 Pg. 3

Watell, Jerome V. see Robert Bowen

INDEX BY TITLES

Book Reviews:

Bacon's Publicity Checker, Vol. 16 #1 Pg. 25, Vol. 16 #3 Pg. 28 Black List, Vol. 16 #1 Pg. 25 California Publicity Outlets, Vol. 16 #4 Pg. 2

Concept of Corporate Strategy, The, Vol. 16 #4 Pg. 2

Directory of British Journalism 1971, The, Vol. 16 #1 Pg. 25 Effective Public Relations, Vol. 16 #2 Pg. 2 Gebbie Press All-In-One Directory, Vol. 16

#4 Pg. 27 Handbook of Public Relations, Vol. 16 #2 Pg.

Hathorn's Suburban Press Directory, 1971

Vol. 16 #1 Pg. 25 How To Manage Your Company Ecologically, Vol. 16 #3 Pg. 2

Hudson's Washington News Media Contacts Directory, Vol. 16 #1 Pg. 25 Lesly's Public Relations Handbook, Vol. 16

#2 Pg. 2

Managing the Environment, Vol. 16 #4 Pg. 2 Merger Game, The, Vol. 16 #3 Pg. 26 Public Relations Information Sources, Vol. 16 #3 Pg. 27

Political Image Merchants, The, Vol. 16 #3

Standard Directory of Newsletters, The, Vol. 16 #3 Pg. 2

Up Againts the Corporate Wall, Vol. 16 #4

Articles:

Advertising Reporting to Public Relations?

— It's Coming Jack Berstein Vol. 16 #1 Pg. 5

Broadcast Media -- The Neglected Tool of Public Relations Robert E. Elson & William R. Sheridan Vol. 16 #4 Pg. 3 ngressmen: Powerful — And Neglected Congressmen: Powerful -

Communications Medium Eugene S.
Cowen Vol. 16 #3 Pg. 16
Cost Accounting In The Public Relations
Firm Alfred G. Paulson Vol. 16 #3 Pg. 14

Vol. 16 #4 Pg. 22
Flying Saucer New-Client Pitch, The William
Safire Vol. 16 #4 Pg. 12

Saffe Vol. 10 ## Fg. 12
Function of Controversy, The Robert E.
Kingsley Vol. 16 #2 Pg. 18
"H.R.H., the Princess Margaret is Pleased to
Accept" Joseph A. Moore Vol. 16 #1 Pg.

How A Billion Dollar Company Handles Its Overseas PR W. H. Crosson, Jr. Vol. 16 #1

Pg. 2
How To Audit Your Public Relations Frank
E. Hewens Vol. 16 #3 Pg. 9
E. Hewens Vol. 16 #3 Pg. 9

How To Charge A Client Farley Manning Vol. 16 #3 Pg. 12

How Public Relations Can Help Our School Systems John C. Cone Vol. 16 #1 Pg. 34 How to Plan and Organize A Public Relations Program Richard R. Conarroe Vol. 16 #3

Images Around the World Walter P. Margulies
 Vol. 16 #1 Pg. 12
 New Vistas In Public Relations Philip Lesly

Vol. 16 #2 Pg. 16
Penny Whistle or Public's Advocate? Robert

Bishop & Jane Kilburn Vol. 16 #4 Pg. 7 People Are Media Art Linkletter Vol. 16 #4 Pg. 9

Philosophy of Corporate Public Relations, A Earl Newsom Vol. 16 #2 Pg. 12 PRQ Poll Art Stevens Vol. 16 #2 Pg. 5, Vol.

16 #3 Pg. 3

Psychological Drives Behind Public Relations

David Finn Vol. 16 #2 Pg. 15

Public Relations In A Membership Organiza-

tion Warren Adler Vol. 16 #4 Pg. 19 tion Warren Adler Vol. 16 #4 Pg. 19
Public Relations — Japanese Style Ray
Josephs Vol. 16 #1 Pg. 20
Public Relations and National Survival Joseph
P. McLaughlin Vol. 16 #2 Pg. 19
Public Relations and the Japanese Challenge
Robert Bowen & Jerome V. Watell Vol. 16

#1 Pg. 18
aching The General Public Elmo Roper
Vol. 16 #2 Pg. 9 Report on Recent International PR Meetings,

A John M. Reed Vol. 16 #1 Pg. 32 Success Depends on Public Acceptance Abroad

Robert M. Norris Vol. 16 #1 Pg. 9
"Tomorrow Factor" in Public Relations, The

J. Carroll Batemen Vol. 16 #2 Pg. 14
Translating the "Foreign" to the American
Scene John F. Moynahan Vol. 16 #1 Pg. 14

What Do the Social Sciences Have to Offer Public Relations? Edward L. Bernays Vol. 16 #2 Pg. 10

What Is the Business of Business Tom M. Hopkinson Vol. 16 #2 Pg. 20

What's Wrong with American PR in Canada Neville Nankivell Vol. 16 #1 Pg. 16
When Management Asks Howard F. Harris
Vol. 16 #4 Pg. 5

of ed S. ons 14

am E. to Pg. Its #1

fol. oool 34

ons #3

lies with the per mgs, oad The can Pg. M. ada arris